



ISE Securities & Services Limited

Corporate Office : 6th Floor, 601, "Dakshna" Next to Raigad Bhavan, Sector - 11, CBD - Belapur, Navi Mumbai - 400 614, Tel : (022) 61829500, Fax : (022) 61829547, e-mail : helpdesk@iseindia.com
Internet URL : <http://www.iseindia.com>, **Investor grievance e-mail :** invgrieviss@iseindia.com
CIN : U67190MH2000PLC123707



Ref.: 15-16/ISS/ 041/ 4791/MM
October 08, 2015.

To:
All Registered Intermediaries of ISS

Dear Sir,

Sub.: COFFEE DAY ENTERPRISES LIMITED Public Issue of equity shares

Cafe Coffee Day IPO :

- Issue Size Rs.1,150 Crs
- Face Value: Rs 10
- Price Band: 316 - 328
- Minimum Lot Size: 45

BID/ISSUE OPENS ON - OCTOBER 14, 2015
BID/ISSUE CLOSURES ON - OCTOBER 16, 2015

Way2wealth is pleased to offer very attractive Brokerage and Incentive to ISS Sub-Brokers

Brokerage and Incentive:

- a. On Application → ISS will pay Rs 85 per Application on realization of the application cheque - irrespective of the size of Application
- b. On Allotment → ISS will pay 0.35% brokerage on allotment amount

(The Brokerage and incentive will be released to sub-brokers account immediately on way2wealth makes the payment to ISS)

How to apply :

- Physical Application without mentioning Sub-Broker Code (blank sub-broker code column) to be collected from way2wealth branches – if not ISS helpdesk can help you to get the Physical application forms.
- Put the New Code created for this purpose as per the stated code Number for each sub-broker in the attached List [for example – ISS-2307 for W999 Code]
- Duly filled and signed Application along with the cheque to be submitted to the nearest Way2Wealth Branch Office and take the acknowledgement

Sub-brokers are requested make use of this facility.

For any further clarifications, you may contact the under-signed or your Relationship Managers.
Also Mr.Bharat Bathwal of Way2Wealth: 9699431340

Thanking you,

Yours faithfully
For ISE SECURITIES AND SERVICES LTD.

Ms. Mayuri Marathe
HelpDesk.

ISE Securities & Services Limited

BSE:INB011077733 (Equities Segment), NSE:INB 231077731 (Capital Market Segment), INF 231077737 (Equity Derivatives Segment), INE 231077737 (Currency Derivatives Segment), MCX-SX:INE 261077737 (Currency Derivatives Segment)

Registered Office : International Infotech Park, Tower No. 7, 5th Floor, Sector - 30, Vashi, Navi Mumbai - 400 703. Tel. : (022) 6794 1100/2781 2056-60

Coffee Day Enterprises Limited IPO	
Offer Period	Offer Opens On : Wednesday, October 14, 2015 Offer Closes On : Friday, October 16, 2015
Price Band	Rs.316/- to Rs.328/-
Bid Lot	45 Equity shares and multiple of 45 Equity Shares
Global Book Running Lead Manager	Kotak Mahindra Capital Company Limited/ Citi / Morgan Stanley
Book Running Lead Managers	Axis Capital/ Edelweiss/ Yes Bank
Registrar	Link Intime India Private Limited
Syndicate Member	Kotak Securities Limited is one of the Syndicate member
Offer Structure	
Issue Size:	Rs.1150 cr.
Employee Reservation:	Rs.15 cr.
Net issue to Public:	Rs.1135 cr.
QIB's	50% of Net Issue Rs.568 cr.(including Anchor)
NIB's	15% of Net Issue Rs.170 cr.
Retail (upto Rs.200,000)	35% of Net Issue Rs.397 cr.
Listing	BSE & NSE

* The Anchor Investors shall Bid during the Anchor Investor Bidding Period, i.e., on Tuesday October 13th 2015.

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Code for IPO of Coffee Day Enterprises Limited

Code	IPO Code
A001	ISS-2001
A002	ISS-2002
A003	ISS-2003
A008	ISS-2004
A009	ISS-2005
A010	ISS-2006
A013	ISS-2007
A021	ISS-2008
A022	ISS-2009
A023	ISS-2010
A026	ISS-2011
A027	ISS-2012
C067	ISS-2013
C252	ISS-2014
C658	ISS-2015
C783	ISS-2016
C946	ISS-2017
CA08	ISS-2018
D001	ISS-2019
D002	ISS-2020
D005	ISS-2021
D006	ISS-2022
D010	ISS-2023
D016	ISS-2024
D019	ISS-2025
D024	ISS-2026
D025	ISS-2027
D027	ISS-2028
D030	ISS-2029
D035	ISS-2030
D037	ISS-2031
D047	ISS-2032
D048	ISS-2033
D049	ISS-2034
D052	ISS-2035
D058	ISS-2036
D060	ISS-2037
D066	ISS-2038
D067	ISS-2039
D522	ISS-2040
E074	ISS-2041
E086	ISS-2042
E101	ISS-2043

Code	IPO Code
E102	ISS-2044
E160	ISS-2045
E280	ISS-2046
E288	ISS-2047
E378	ISS-2048
E386	ISS-2049
E389	ISS-2050
E390	ISS-2051
E391	ISS-2052
E398	ISS-2053
E400	ISS-2054
E402	ISS-2055
E407	ISS-2056
E408	ISS-2057
E410	ISS-2058
E411	ISS-2059
E413	ISS-2060
E417	ISS-2061
E423	ISS-2062
E425	ISS-2063
E426	ISS-2064
E432	ISS-2065
E433	ISS-2066
E442	ISS-2067
E496	ISS-2068
E497	ISS-2069
E560	ISS-2070
E593	ISS-2071
E644	ISS-2072
E645	ISS-2073
E649	ISS-2074
E674	ISS-2075
E698	ISS-2076
E705	ISS-2077
E716	ISS-2078
E723	ISS-2079
E746	ISS-2080
E758	ISS-2081
E780	ISS-2082
E785	ISS-2083
E790	ISS-2084
E795	ISS-2085
E802	ISS-2086

Code	IPO Code
E840	ISS-2087
E841	ISS-2088
E844	ISS-2089
E854	ISS-2090
E856	ISS-2091
E881	ISS-2092
E900	ISS-2093
E941	ISS-2094
E942	ISS-2095
E973	ISS-2096
E992	ISS-2097
EA16	ISS-2098
G001	ISS-2099
G002	ISS-2100
G003	ISS-2101
G004	ISS-2102
G005	ISS-2103
G012	ISS-2104
G013	ISS-2105
G023	ISS-2106
G024	ISS-2107
G026	ISS-2108
G030	ISS-2109
G033	ISS-2110
G034	ISS-2111
G035	ISS-2112
H501	ISS-2113
i001	ISS-2114
I514	ISS-2115
J016	ISS-2116
K005	ISS-2117
k007	ISS-2118
K023	ISS-2119
K048	ISS-2120
M008	ISS-2121
M015	ISS-2122
M021	ISS-2123
M023	ISS-2124
M502	ISS-2125
M517	ISS-2126
N117	ISS-2127
N162	ISS-2128
N214	ISS-2129

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Code	IPO Code
N215	ISS-2130
N289	ISS-2131
n315	ISS-2132
N318	ISS-2133
N337	ISS-2134
N341	ISS-2135
N347	ISS-2136
N354	ISS-2137
N358	ISS-2138
N359	ISS-2139
N362	ISS-2140
N371	ISS-2141
N588	ISS-2142
N619	ISS-2143
N630	ISS-2144
N637	ISS-2145
n638	ISS-2146
N639	ISS-2147
N653	ISS-2148
N660	ISS-2149
N673	ISS-2150
N702	ISS-2151
N706	ISS-2152
N714	ISS-2153
N774	ISS-2154
N816	ISS-2155
N819	ISS-2156
N827	ISS-2157
n848	ISS-2158
N859	ISS-2159
N974	ISS-2160
n996	ISS-2161
na01	ISS-2162
NA09	ISS-2163
NA10	ISS-2164
NA32	ISS-2165
NA34	ISS-2166
NA49	ISS-2167
NA52	ISS-2168
NA96	ISS-2169
na99	ISS-2170
NA99	ISS-2171
NB10	ISS-2172
NB26	ISS-2173

Code	IPO Code
NB26	ISS-2174
NC32	ISS-2175
P001	ISS-2176
P002	ISS-2177
P003	ISS-2178
P005	ISS-2179
P006	ISS-2180
P009	ISS-2181
P013	ISS-2182
P014	ISS-2183
P015	ISS-2184
P016	ISS-2185
P018	ISS-2186
P020	ISS-2187
P022	ISS-2188
P023	ISS-2189
P024	ISS-2190
P027	ISS-2191
P028	ISS-2192
P029	ISS-2193
P030	ISS-2194
P031	ISS-2195
P032	ISS-2196
P033	ISS-2197
P034	ISS-2198
P035	ISS-2199
P036	ISS-2200
R507	ISS-2201
R528	ISS-2202
R640	ISS-2203
S085	ISS-2204
S128	ISS-2205
S157	ISS-2206
S268	ISS-2207
S481	ISS-2208
S596	ISS-2209
S717	ISS-2210
S738	ISS-2211
S986	ISS-2212
S987	ISS-2213
S988	ISS-2214
SA17	ISS-2215
SB07	ISS-2216
SB35	ISS-2217

Code	IPO Code
SB38	ISS-2218
SB39	ISS-2219
SB40	ISS-2220
SB41	ISS-2221
V539	ISS-2222
W002	ISS-2223
w003	ISS-2224
W010	ISS-2225
w012	ISS-2226
W024	ISS-2227
W035	ISS-2228
W043	ISS-2229
W046	ISS-2230
W050	ISS-2231
W050	ISS-2232
W111	ISS-2233
W112	ISS-2234
W118	ISS-2235
W132	ISS-2236
W144	ISS-2237
W166	ISS-2238
W167	ISS-2239
W176	ISS-2240
W189	ISS-2241
W193	ISS-2242
W194	ISS-2243
W201	ISS-2244
W203	ISS-2245
W206	ISS-2246
W211	ISS-2247
w211	ISS-2248
w211	ISS-2249
W217	ISS-2250
W249	ISS-2251
W271	ISS-2252
W306	ISS-2253
W451	ISS-2254
W478	ISS-2255
W499	ISS-2256
W523	ISS-2257
W544	ISS-2258
W567	ISS-2259
W573	ISS-2260
W576	ISS-2261

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Code	IPO Code
W578	ISS-2262
W583	ISS-2263
W587	ISS-2264
W590	ISS-2265
W594	ISS-2266
W595	ISS-2267
W597	ISS-2268
W605	ISS-2269
W612	ISS-2270
W618	ISS-2271
W635	ISS-2272
W643	ISS-2273
W646	ISS-2274
W655	ISS-2275
W659	ISS-2276
W661	ISS-2277
W662	ISS-2278
W669	ISS-2279
W672	ISS-2280
W676	ISS-2281
W682	ISS-2282
W683	ISS-2283
W684	ISS-2284
W700	ISS-2285
W710	ISS-2286
W718	ISS-2287
W734	ISS-2288
W753	ISS-2289
W761	ISS-2290
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W799	ISS-2292
W803	ISS-2293
W811	ISS-2294
W814	ISS-2295
w828	ISS-2296
W833	ISS-2297
W857	ISS-2298
W864	ISS-2299
W866	ISS-2300
W898	ISS-2301
W909	ISS-2302
W933	ISS-2303
W944	ISS-2304
W953	ISS-2305

Code	IPO Code
w982	ISS-2306
W999	ISS-2307
WA03	ISS-2308
WA47	ISS-2309
WA54	ISS-2310
WA57	ISS-2311
WA62	ISS-2312
WB04	ISS-2313
WB09	ISS-2314
WB18	ISS-2315
WB19	ISS-2316
wb24	ISS-2317
WB29	ISS-2318
WB32	ISS-2319
WB34	ISS-2320
WB37	ISS-2321
WC28	ISS-2322
WC33	ISS-2323
WC34	ISS-2324
Y001	ISS-2325
DA69	ISS-2326
DA68	ISS-2327
PA38	ISS-2328
EA25	ISS-2329
EA24	ISS-2330
AA28	ISS-2331
PA37	ISS-2332

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